

Abstract of the Disclosure

A user reads a magazine advertisement giving the opportunity to order, for example, a product or further information about the company/advertiser. The advertisement is printed on a surface that is provided with a position-coding pattern. The user marks, for example, a cross in a box for ordering the brochure and writes the address to which he wants the brochure to be sent, for example his own address. The writing is carried out using a digitizing pen with a pen point. A digitized and coded information quantity representing the graph that the pen follows during the writing is sent from the pen via a radio interface, for example Bluetooth, via the user's mobile telephone, to the company that had the advertisement printed in the magazine and that is allocated the part of the position-coding pattern that is used in the advertisement. The digital graph of the handwritten address is then printed out by the company's computer equipment on, for example, an item of mail or an address label, and the item of mail is delivered to a postal service of the traditional type. A postman within the postal service then reads off the address on the item of mail in the usual way and delivers it to the recipient, who can be the user who placed the order.

Elected for publication: Fig. 1